



10 Ways to Reach More Readers

Get the word out with these quick tips

1

Think Like a Reader.

To position your information in the reader's best interest, try starting your message with the word "you."

2

Go Beyond the Inverted Pyramid.

To grab reader attention, show in the lead, tell in the nut graph. Most writers do the reverse.

3

Cut Through the Clutter.

Readers don't understand long sentences. To increase comprehension, keep your sentences to 14 words on average.

4

Rev Up Readership.

To lift your ideas off the page or screen for flippers and skimmers, pass the "skim test": Make sure readers can get the gist of your message through the display copy — without reading the paragraphs.

5

Master the Art of the Storyteller.

To help your subject matter expert remember a story, ask "When ... ?" questions.

6

Play With Your Words.

Stop waiting for the muse: Online tools like PhraseFinder practically twist phrases for you.

7

Write Snappy Sound Bites.

Follow the 1-2-3 rule. For quotes, one sentence is great, two are OK and three are too many.

8

Make it Meaningful with Metaphor.

Help your subject matter expert develop an analogy. Ask, "If you were explaining this concept to a class of third-graders, what would you say it's like?"

9

Tweak Your Tweets.

To make your status updates relevant, follow Angela Maiers' 70-20-10 rule. Make sure 70 percent of your tweets share information and resources, 20 percent build connections and 10 percent chirp about yourself.

10

Reach Readers Online.

Make your online copy more accessible by passing the "palm test." That is, break copy up into chunks no larger than the palm of your hand.

Get more tips at FreeWritingTips.WylieComm.com

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Rev Up Readership

Reach more readers, improve staff skills, and polish your publications and Websites

“Ann is one of the few people who can actually teach something substantial about writing.”

— George Stenitzer, vice president of Corporate Communications, Tellabs

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Create world-class communications. Our work has earned nearly 60 awards, including two International Association of Business Communicators’ Gold Quills. Let us help you develop award-winning business communications for your organization.

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